

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

Claim 1 (currently amended): Method for applying an imprint or label (6) to an object, such as a container (2, 20), in which:

- a support belt (5) is fed from a stock roll towards an application head (3), the support belt (5) bearing separated labels (6) wherein each label (6) has ~~been an~~ an exposed front side and an opposite rear side, the labels (6) being attached to the support belt (5) by means of the rear side,- an object (2, 20) is fed to the application head (3), and

- the label (6) is brought into contact with the object (2, 20) with the aid of the application head (3), wherein

- the support belt (5) is fed from the stock roll towards an edge ~~of~~ or strip (7), positioned upstream from the application head (3) and defining a pressure line transversely to a length direction of the belt, and is urged over said edge or strip (7) in order to deflect the support belt (5) at the location of the pressure line at a ~~non-rounded~~ relatively acute angle,

- the support belt (5) and the label (6) being urged over the pressure line in order to mechanically reduce the adhesion between the support belt (5) and the label (6) and thereafter both the support belt (5) and the label (6) are fed towards the application head (3),

- the support belt (5) being urged towards the object by means of the application head (3) in order to bring the front side of the label (6) into contact with the object (2, 20), wherein the front side of the label (6) is provided with an adhesive, the adhesive force between the label (6) and the object (2, 20) during application exceeding the adhesive force between the label (6) and the support belt (5).

Claim 2 (previously presented): Method according to claim 1, characterized in that the support belt (5) is deformed over an angle which is between 45° and 90°.

Claim 3 (previously presented): Method according to claim 1, characterized in that the label (6) substantially comprises ink and adhesive.

Claim 4 (previously presented): Method according to claim 1, characterized in that the label (6) is heated when it is applied to an object (2, 20).

Claim 5 (previously presented): Method according to claim 1, characterized in that the support belt (5) is deformed in the vicinity of the application head (3), at least the upstream end of the label (6) being clamped between the object (2, 20) which is to be printed and the application head (3) before the support belt (5) is deformed at the downstream end of the label (6).

Claim 6 (previously presented): Method according to claim 1, characterized in that the label (6) and the support belt (5) are fed past the application head (3), the adhesive of the

label (6) being brought into contact with the object (2, 20) as a result of the application head (3) acting on the support belt (5).

Claim 7 (currently amended): Method for applying an imprint or label (6) to an object, such as a container (2, 20), in which:

- a support belt (5) bearing separated labels (6) is fed from a stock roll towards to an application head (3), the support belt (5) bearing separated labels (6) being attached to the support belt (5) by a support side and being provided with an adhesive on an application side, wherein each label (6) has ~~been an~~ exposed front side and an opposite rear side, the labels (6) being attached to the support belt (5) by means of the rear side,

- an object (2, 20) is fed to the application head (3), and
- the adhesive of the label (6) is brought into contact with the object (2, 20) with the aid of the application head (3), characterized in that wherein

- the support belt (5) is deformed upstream of the application head (3) in such a manner that the adhesion of the support side of the label (6) to the support belt (5) is reduced fed from the stock roll towards an edge ~~of~~or strip (7), positioned upstream from the application head (3) and defining a pressure line transversely to a length direction of the belt, and is urged over said edge or strip (7) in order to deflect the support belt (5) at the location of the pressure line at a ~~non-rounded~~relatively acute angle,

- the support belt (5) and the label (6) being urged over the pressure line in order to mechanically reduce the adhesion between the support belt (5) and the label (6) and thereafter the label (6) is fed towards the application head (3),

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- the front side of the label (6) being brought into contact with the object (2, 20), wherein the front side of the label (6) is provided with an adhesive, the adhesive force between the label (6) and the object (2, 20) during application exceeding the adhesive force between the label (6) and the support belt (5),

characterized in that the support belt (5) is removed upstream of the application head (3).

Claim 8 (previously presented): Method according to claim 1, characterized in that the support belt (5), downstream of the application head (3), is moved past a removal strip (11), in such a manner that labels (6) which have remained on the support belt (5) are removed from the support belt (5) by the removal strip (11).

Claims 9-15 (canceled).